



Zoho Marketing Automation and its key features

Zoho Marketing Automation is a multi-channel marketing automation software that help users to successfully manage marketing activities across different channels. It helps marketers to attract audience, engage with them and finally convert them into customers. Users can build tailor-made marketing solutions that best suit their industry requirements. Zoho Marketing Automation can be used by users from various industries, such as finance, retail, consumer electronics, information technology, healthcare, manufacturing, and so on.

Key features of Zoho Marketing Automation

1. **Lead generation:** Generate leads using various channels and save them in a single console. You can run personalized campaigns via emails, SMS, WhatsApp and pop-ups, and deliver them to the right audience.
2. **Contact Management:** You can upload contacts to your Zoho Marketing Automation account and categorize them into various groups depending on your business requirements.
3. **Engage and understand behaviour:** You can engage with your target audience through multiple methods, including emails, SMS, social media channels and attractive pop-ups.
4. **Lead journey creation:** You can create journeys to automate tasks and activities for your contacts and stay engaged with them even while you are away. You can personalize customer journeys and nurture leads to boost revenue.
5. **Lead qualification:** You can group your leads depending on what stage they are at. You can find out prospective audience, follow up with potential customers and convert them into actual customers. You can also interact and retain loyal customers.
6. **Marketing planner:** You can use the planner to plan and execute marketing campaigns. You will be able to see the timeline view of active and scheduled campaigns and can assign tasks to your team members. You can also use this feature to set specific campaign goals, allocate budget and measure success.
7. **Website tracking:** You can define goals for the website visitors and track the achieved and missed goals. This feature lets you segment visitors based on their behaviour so that you can send campaigns to the right audience. You can also keep a tab on the best performing pages on your website and display advanced trigger based pop-ups and signup forms for visitor engagement.
8. **Centralized dashboard:** The dashboard can be divided into three sections – overall dashboard, email dashboard and SMS dashboard. It provides a comprehensive view of how your campaigns have performed using bar graphs, pie charts and funnel charts.
9. **Zoho CRM integration:** Zoho Marketing Automation is a part of the Zoho ecosystem. The robust integration with Zoho CRM will help you in importing contacts and other data seamlessly between the two platforms. This integration will smoothen the collaboration between marketing and sales teams.